

Engaging Trusted Messengers to Increase COVID-19 Pediatric Vaccine Uptake in Philadelphia

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Background

- Limited health-promoting opportunities for communities of color.¹
- Philadelphia ranked seventh in highest COVID-19 cases in 2020.²
- Lower vaccination rate among Black and Hispanic children.³
- Parental concerns about COVID-19 vaccine.⁴
- Parents needed sources other than health professionals.⁵
- Friends and family members as “trusted messengers.”^{6,7}



Engaging Trusted Messengers to Increase COVID-19 Pediatric Vaccine Uptake in Philadelphia: Lessons from VaxUpPhillyFamilies

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VaxUpPhillyFamilies



WHO

VaxUpPhillyFamilies is a program to engage Philly parents/ caregivers as Vaccine Ambassadors to increase vaccination rates in children.

We want to hear why you made the decision to vaccinate your children against COVID-19.

WHY

If you care about the health and safety of all of our children during this pandemic and are willing to talk to others about the importance of getting vaccinated, we need YOU!

Receive up to \$50 per week to help build COVID-19 awareness and vaccine confidence by talking to families in our schools and communities.

ELIGIBILITY

Residents of Philly who are primary caregivers of children under 18.

Able to attend a 1-hour training.

Commit to 2-3 hours per week.



Visit bit.ly/VaxUpPhillyFamilies to learn more!



VaxUpPhillyFamilies

- 10-week program
- 2-3 hours of activities/week
- 1-hour debriefing sessions/week
- Educational trainings
- Surveys



#VAXUPPHILLY

COVID-19 boosters, developed through rigorous clinical trials have proven to be highly effective at preventing illness particularly severe cases

Philly CEAL
September 11, 2023 · 🌐

COVID-19 boosters have proven highly effective at preventing illness, particularly severe cases.

As new variants emerge, booster shots are recommended to maintain immunity.
#VaxUpPhilly

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IMAGES

https://docs.google.com/document/d/14PJQNTIPt97w3MU3hNdPMYvsRD66ksp4AU_Qqbd7n_o/ed-it?usp=sharing

HELAINE, AMBASSADOR
On why she vaccinated

"I believe in science. I grew up in a household where my mom and dad always brought us to have our vaccinations done. And I work with elders."

I protect my family, protect myself, and I also want to protect my clients."

EDITABLE LINK TO TEMPLATE

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Objectives

- Describing the **themes** identified from the ambassador debriefing sessions focused on the key barriers and challenges, best practices, and facilitators.
- Discussing **lessons learned** from ambassadors engaging with parents and caregivers to increase children's vaccine uptake.

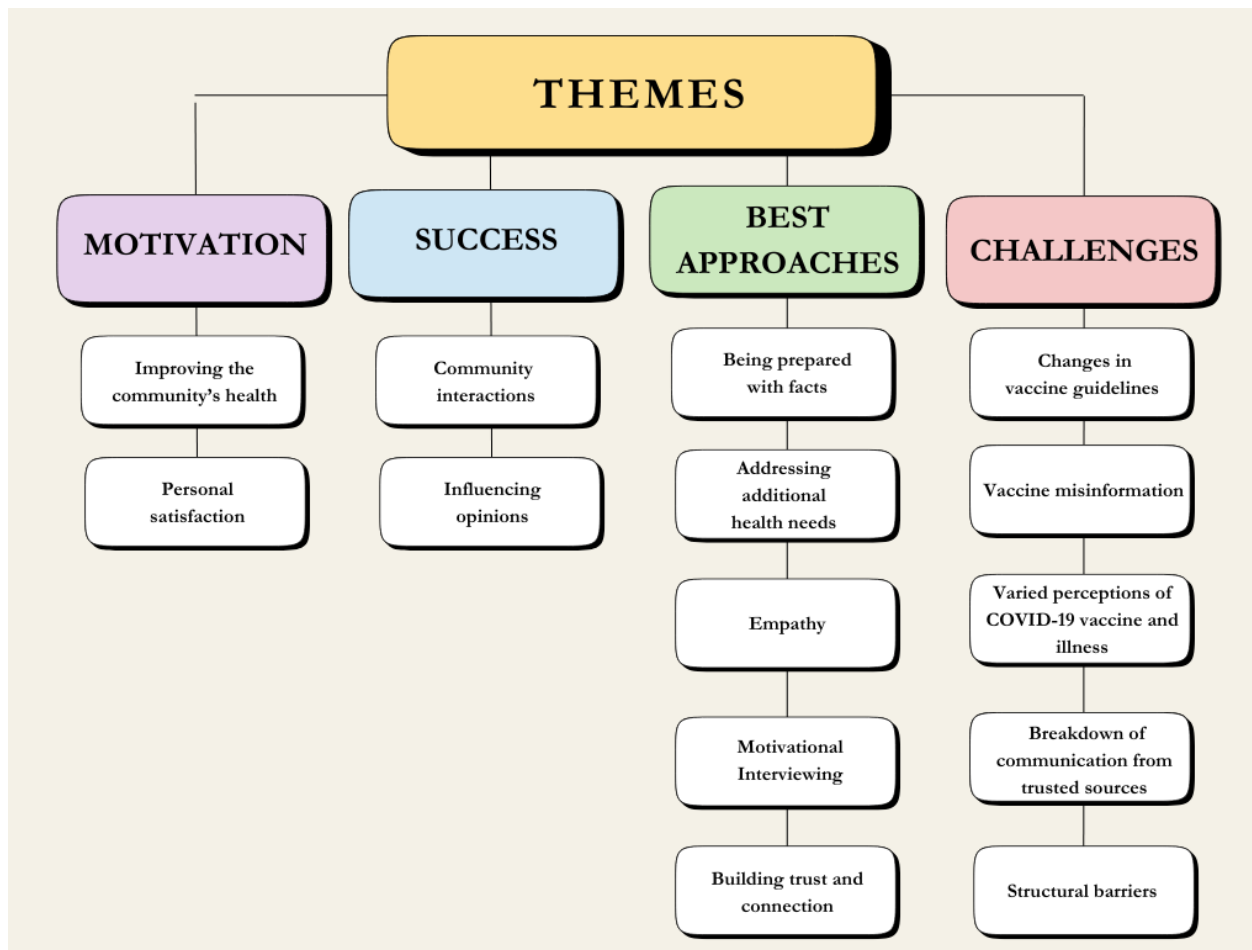


Methods



- Debriefing sessions held on Zoom.
- All meetings were recorded.
- Downloading and transcribing each video transcript.
- Subset of authors met to review iteratively preliminary themes and subthemes.





Motivation

1. Improving the community's health

“I really truly care about public health and impacting communities on the larger scale and especially helping with remedying some of the effects of some of the past injustices that have happened in our communities and that have so distressed [us].”

[10/24/2022 session]



“I am very community-oriented. I wanted to make sure that other people had information making the decision to become vaccinated, and that’s why I joined. It’s an opportunity for me to share information and to help people get the vaccine.”

Teresa
#VaxUpPhillyFamilies





SYLVESTER, AMBASSADOR

On why he became an ambassador



“I just think that it was important to be able to continue spreading the word, and try to get us as a world back to normalcy pre-COVID.



Motivation

2. Personal satisfaction

“I really found value in having those conversations especially because very early on a lot of misinformation was being spread and so I already knew that I wanted to transition into something that was more educational and in a different realm of public health.”

[10/24/2022 session]



Success

1. Community interactions

“And so by going into these places in west and southwest [Philadelphia], we've been trying to like bring it to people and have those conversations where that way they don't have to go out of their community and have to deal with a bunch of challenges and barriers to getting this vaccine, right?”

[10/24/2022 session]





Success

2. Influencing opinions

“But even so, giving them some additional information, you may have started the process... of them thinking about vaccin[ating].”

[09/07/2022 session]



Best Approaches

1. Being prepared with facts

“I was able to give them feedback, advice, and I was also able to give them real sources in hopes that they make the best and the most healthy decision for themselves and their families and their communities.”

[09/07/2022 session]



COVID-19 VACCINE INFORMATION CHAMPION TRAINING

INTERNAL USE ONLY NOT FOR DISTRIBUTION



Best Approaches

2. Addressing additional community health needs beyond COVID-19

“There was one young gentleman who... let me know that he's about to be homeless because his family was basically going to kick him out and he didn't know where he was going to go next. And so conversation obviously had to veer from talking about a (COVID) workshop [...] [10/24/2022 session]



Best Approaches

3. Demonstrating empathy

“I've learned that I have to be some empathetic and just know that some of the people that I might encounter may not understand or necessarily believe the science that's being brought before us.”

[09/07/2022 session]



Best Approaches

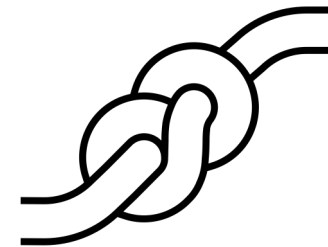
4. “Meeting them where they’re at” by motivational interviewing

“And if you could like step back and take yourself out of that equation and realize that, hey, it's not about you, it's about them and all that stuff that that person has encountered.”

[10/24/2022 session]



Best Approaches



5. Building trust and connection

“the big thing is kind of like selling yourself and making certain that they understand that you are someone to be trusted and because you're essentially representing almost all of these organizations.”

[10/24/2022 session]



Challenges

1. Changes in vaccine guidelines

“They say is one shot now they come with the second, surely we're going to the fourth, where will they stop giving your shot.”

[10/24/2022 session]



Challenges

2. Vaccine misinformation

“People are so confused, they're reading things on the internet, they're hearing rumors and they just don't know what to do.”

[09/07/2022 session]



Challenges

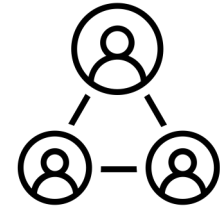
3. Varied perceptions of severity of COVID-19 illness and benefits of the vaccine

“I've heard that a lot of times from people as being a vaccine ambassador, a lot of people will tell you, I don't need the vaccine because there's nothing wrong with me, I'm perfectly fine.”

[10/24/2022 session]



Challenges



4. Breakdown of communication from trusted sources

“A lot of times principals don't talk to the parents. So the parents don't really know what's going on.”
[09/07/2022 session]



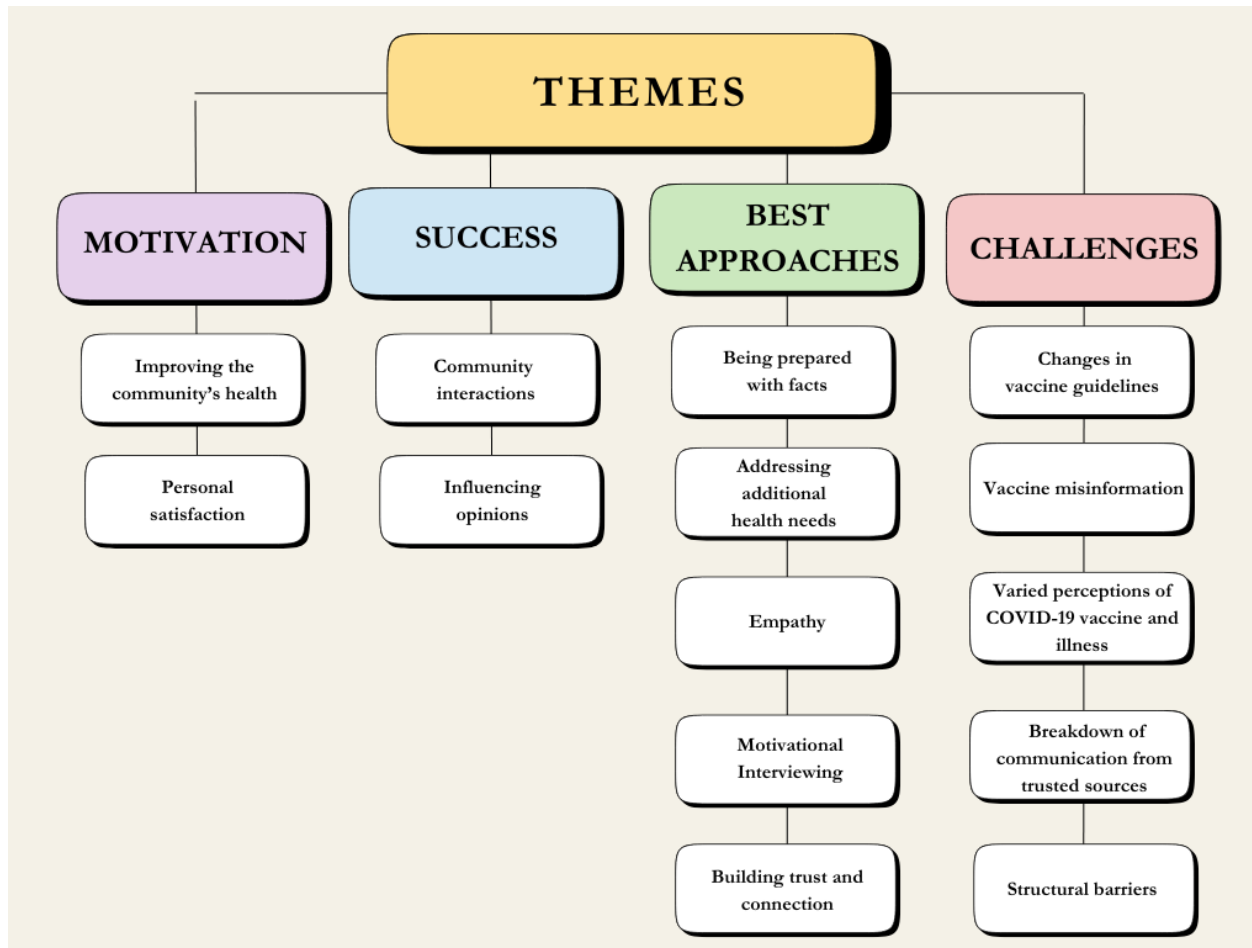
Challenges

5. Structural barriers to engagement

“And also I found that there was like a slight language barrier because some families that I did talk to and approach, you could tell that English was not their second (sic) language so they were not as you know and I don't want to say willing but it was just been harder to have those conversations.”

[09/28/2022 session]





#VaxUpPhillyFamilies

VaxUpPhillyFamily Ambassadors are driving positive change in public health through their support in COVID-19 vaccine uptake and proving social support needs.



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**THANK
YOU!**

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